

TBCSA 2017 Consolidated Annual Activity Plan

<b>MONTH</b>	<b>FOCUS AREA</b>	<b>FOCUS OBJECTIVE</b>	<b>KEY PLANNED ACTIVITIES</b>	<b>MEASURABLE OUTPUTS</b>
<b>JANUARY</b>	Travel & Tourism business performance and Outlook for 2017	To review business performance and forecast the likely future performance in 2017	Publish Q4 Tourism Business Index Publish 2017 TBCSA Outlook Report Activate Member Communication Preparation for annual TBCSA and TOMSA audits	TBI and Outlook Reports published Member communication activated Activation of the audit process
<b>FEBRUARY</b>	The state of Travel and Tourism in relation to the economy	To provide a private sector perspective on the state of the industry in relation to key pronouncements to be made by government in the SONA and Budget Speech	Media engagement with regards to SONA and Budget Speech Draft and present TBCSA lobbying strategy	Media interviews and statements Host first quarterly Board meetings TBCSA Lobbying Strategy Revised TBCSA membership structure and code of conduct
<b>MARCH</b>	Travel and Tourism Stakeholder Relations	To strengthen the synergies between business and government	Host first quarterly Board meetings Participate in Local Government Tourism Conference (LGTC) Participate in the National Tourism Stakeholder Forum (NTSF) TSI Promotions Plan and Activation	Host first quarterly Board meetings TBCSA Presentations for LGTC and NTSF TSI Promotions Plan and Activation
<b>APRIL</b>	Travel and Tourism Safety and Security	To identify other areas of income to ensure long-term TBCSA sustainability	Launch of Tourism Safety Initiative APP Participate in WTM Africa	TSI APP launched Member feedback from WTM Africa
<b>MAY</b>	Travel and Tourism destination marketing	To support and influence the marketing of destination South Africa locally and abroad	Participate in Tourism Indaba Host TOMSA Networking event Attend the ASATA Conference	Member and stakeholder feedback from Tourism Indaba TOMSA Networking function

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<b>JUNE</b>	One voice for Travel and Tourism	To strategically align and support our member constituency	Attend the SAACI Congress Review TBCSA membership structure Update TBCSA Member Code of Conduct Quarterly Board Meetings	Revised Membership structure Updated TBCSA Code of Conduct Encourage established business Re-introduce member networking sessions Board Meetings
<b>JULY</b>	The regional Africa Travel and Tourism development agenda	To support and contribute to the regional travel and tourism development agenda	Participate in RETOSA/Namibia Tourism Workshop on tourism funding Recruit regional stakeholders to affiliate to the TBCSA Participate in the sharing economy dialogue	RETOSA workshop presentations TBCSA regional affiliate agreements Report on the Sharing Economy Dialogue
<b>AUGUST</b>	Travel and Tourism knowledge and market intelligence	To be the knowledge/information leader in the tourism industry	HOST TBCSA & TOMSA AGMs Publish Half-Year TBI Report Publish 2016 Annual Reports Launch new TBCSA Blog Host TOMSA Roadshows Attend SATSA Conference	2017 TBCSA & TOMSA AGMs TOMSA Roadshows TBCSA and TOMSA Annual Reports Half-Year TBI Review & Outlook Report
<b>SEPTEMBER</b>	Redefining TOMSA's value proposition and domestic tourism	To unpack the value of TOMSA for contributors, consumers, the industry and the economy; and highlight the importance of (domestic) tourism	Activate Media Campaign for Tourism Month Launch new TOMSA website Discussion paper on the TOMSA value proposition Host Quarterly Board Meeting	Media Campaign for Tourism Month Discussion paper on TOMSA value proposition Board Meetings
<b>OCTOBER</b>	Travel and Tourism Transformation and the Economy	To unpack what radical economic transformation means for travel and tourism industry	Position Paper on transformation Participate in the Transformation Indaba Comment on National Treasury's Mid-Term Budget Review Attend AASA General Assembly 2018 TBCSA Business & Budget Planning	Position paper on transformation Presentation on Transformation Interviews and media statements on the mid-term budget review

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<b>NOVEMBER</b>	Travel & Tourism role as an exporter	To raise awareness about Travel and Tourism's contribution to the economy as an export sector	Attend PHASA Convention Host member networking function	Published pinion piece on Tourism as an exporter
<b>DECEMBER</b>	Travel and Tourism Business Confidence	To wrap up the year's projects and activities but having a keen focus on the ruling party's National Conference and looking ahead to 2018	Host final quarterly Board meeting Host staff end year function	Published Opinion piece on Travel & Tourism business confidence Consolidated 2018 Business Plan & Budget